

AMENDMENTS TO CLAIMS

This listing of all claims will replace all prior versions, and listings of claims in the application:

1-48. (canceled)

49. (currently amended) A display apparatus, comprising:

a product card configured to receive printing, ~~wherein the product card includes an area defined by a perforation;~~

a case having a closable flap; and the case being closable with a snap, the snap including a fastener having a first portion and a second portion, wherein the first portion is being coupled to a stationary portion of the case, and the second portion is coupled to a closable flap of the case; and the second portion having a fastener anchor that couples the second portion of the fastener to the product card and to the closable flap.

~~means for removably attaching the product card to the case, wherein the means for removably attaching the product card to the case includes couples the closable flap of the case to the perforated area of the product card with the second portion of the snap, such that the area defined by the perforation is removed from the product card when the case is removed from the product card.~~

50. (currently amended) The display apparatus as claimed in claim 49 wherein the case comprises a ~~transparent~~ flexible film from which the closable flap is formed and a rigid frame for inhibiting collapse of the case.

51. (currently amended) The display apparatus as claimed in claim 50 wherein the ~~transparent~~ flexible film is wrapped around the rigid frame.

52. (original) The display apparatus as claimed in claim 51 wherein the rigid frame comprises end portions of the case.

53. (original) The display apparatus as claimed in claim 52 wherein the rigid frame further comprises a spanning member for holding the end portions in fixed positions with respect to one another.

1 54. (original) The display apparatus as claimed in claim 53 wherein the rigid frame further
2 comprises a nose piece portion for positioning eyewear within the case.

1 55. (new) The display apparatus as claimed in claim 49 wherein the fastener comprises a
2 snap.

1 56. (new) The display apparatus as claimed in claim 49 wherein an area of the product card
2 defined by a perforation is coupled to the fastener anchor such that the area defined by the
3 perforation is removed from the product card when the product card is removed from the case.

1 57. (new) The display apparatus as claimed in claim 49 wherein an area of the product card
2 that surrounds the fastener anchor is removed when the product card is removed from the case.

1 58. (new) The display apparatus as claimed in claim 49 wherein the area of the product card
2 removed when the product card is removed from the case is defined by a perforation that
3 surrounds the fastener anchor.

1 59. (new) The display apparatus as claimed in claim 50 wherein the film is transparent.

1 60. (new) The display apparatus as claimed in claim 50 wherein one or more material
2 properties of the flap are different from material properties of other portions of the case.

1 61. (new) The display apparatus as claimed in claim 49 wherein a portion of the product card
2 overlaps a portion of the closable flap when the closable flap is in an open position.

1 62. (new) The display apparatus as claimed in claim 49 wherein the product card remains
2 coupled to the closable flap when the closable flap is in an open position.

1 63. (new) A display apparatus comprising:
2 a flexible film comprising a flap; and
3 a rigid frame, the flexible film being wrapped around and secured to the rigid frame to
4 form a closable case, the flexible film forming sides of the case and the rigid frame forming end
5 portions of the case and the flap being closable over an opening for the case.

1 64. (new) The display apparatus as claimed in claim 63 wherein the frame further comprises
2 a spanning member for holding the end portions in fixed positions with respect to one another.

1 65. (new) The display apparatus as claimed in claim 63 wherein the rigid frame further
2 comprises a nose piece portion for positioning eyewear within the case.

1 66. (new) The display apparatus as claimed in claim 63 wherein the film is secured to the
2 frame at four points.

1 67. (new) The display apparatus as claimed in claim 63 wherein the film is secured to the
2 frame with pins.

1 68. (new) The display apparatus as claimed in claim 63 further comprising a fastener for
2 removably attaching the flap of the flexible film over the opening of the case, the fastener
3 including a first portion coupled to a section of the film other than the flap and a second portion
4 coupled to the flap.

1 69. (new) The display apparatus as claimed in claim 68 further comprising a product card
2 that is removably coupled to the second portion of the fastener.

1 70. (new) The display apparatus as claimed in claim 69 wherein an area of the product card
2 defined by a perforation is coupled to the second portion of the fastener such that the area
3 defined by the perforation is removed from the product card when the product card is removed
4 from the case.

1 71. (new) The display apparatus as claimed in claim 69 wherein an area of the product card
2 that surrounds the second portion of the fastener is removed when the product card is removed
3 from the case.

1 72. (new) The display apparatus as claimed in claim 69 wherein the area of the product card
2 removed when the product card is removed from the case is defined by a perforation that
3 surrounds the second portion of the second portion of the fastener.

1 73. (new) The display apparatus as claimed in claim 69 wherein a portion of the product card
2 overlaps a portion of the flap when the flap is in an open position.

1 74. (new) The display apparatus as claimed in claim 69 wherein the product card remains
2 coupled to the flap when the flap is in an open position.

1 75. (new) A method of assembling a display apparatus, comprising:
2 assembling a case, the case being closable with a fastener;
3 coupling a first portion of the fastener to a stationary portion of the case; and
4 coupling a second portion of the fastener to both a closable portion of the case and a
5 removable product card.

1 76. (new) The method as claimed in claim 75 wherein the closable portion of the case
2 comprises a flexible flap.

1 77. (new) The method as claimed in claim 75 wherein the second portion of the fastener is
2 coupled to an area of the product card defined by a perforation, such that the area defined by the
3 perforation is removed from the product card when the product card is removed from the case.

1 78. (new) The method as claimed in claim 77 wherein an area of the product card that
2 surrounds the second portion of the fastener is removed when the product card is removed from
3 the case.

1 79. (new) The method as claimed in claim 77 wherein the area of the product card removed
2 when the product card is removed from the case is defined by a perforation that surrounds the
3 second portion of the fastener.

1 80. (new) The method as claimed in claim 75 wherein the fastener comprises a snap.

1 81. (new) The method as claimed in claim 75 wherein the case comprises a flexible film from
2 which the closable flap is formed and a rigid frame for inhibiting collapse of the case.

1 82. (new) The method as claimed in claim 81 wherein assembling the case includes wrapping
2 the flexible film around the rigid frame.

1 83. (new) The method as claimed in claim 81 wherein the rigid frame forms end portions of
2 the case.

84. (new) The method as claimed in claim 83 wherein the frame further comprises a spanning member for holding the end portions of the frame in fixed positions with respect to one another.

85. (new) The method as claimed in claim 81 wherein the frame further comprises a nose piece portion for positioning eyewear within the case.

86. (new) The method as claimed in claim 75 wherein the product card includes an aperture, the aperture configured to allow the product card to be hung for display.

87. (new) The method as claimed in claim 75 wherein the product card is configured to receive printing.

88. (new) The method as claimed in claim 75 wherein a portion of the removable product card overlaps a portion of the closable portion of the case when the closable portion of the case is in an open position.

89. (new) The method as claimed in claim 75 wherein the removable product card remains coupled to the closable portion of the case when the closable portion of the case is in an open position.

90. (new) A method of assembling a display apparatus including a case, comprising:
forming ends of the case with a rigid frame;
forming sides of the case with a flexible film by wrapping the film around the frame; and
securing a first portion of the film to the frame while allowing a second portion of the film to remain free, the second portion of the film forming a flap, the flap being closable over an opening of the case.

91. (new) The method as claimed in claim 90 further comprising:
coupling a first portion of a fastener to the first portion of the film; and coupling a second portion of the fastener to both the flap and a product card such that the fastener allows the flap to be secured in a recloseable manner over the opening of the case.

92. (new) The method as claimed in claim 91 wherein the second portion of the fastener is coupled to an area of the product card defined by a perforation, such that the area is removed from the product card when the case is removed from the product card.

4 93. (new) The method as claimed in claim 91 wherein an area of the product card that
5 surrounds the fastener second portion of the fastener is removed when the product card is
6 removed from the case.

1 94. (new) The method as claimed in claim 91 wherein the area of the product card removed
2 when the product card is removed from the case is defined by a perforation that surrounds the
3 second portion of the fastener.

1 95. (new) The method as claimed in claim 91 wherein the fastener comprises a snap.

1 96. (new) The method as claimed in claim 90 wherein the first portion of the film is secured
2 to the frame with pins.

1 97. (new) The method as claimed in claim 90 wherein the frame further comprises a spanning
2 member for holding end portions of the frame in a fixed position with respect to one another.

1 98. (new) The method as claimed in claim 91 wherein a portion of the product card overlaps
2 the flap when the flap is in an open position.

1 99. (new) The method as claimed in claim 91 wherein the product card remains coupled to
2 the flap when the flap is in an open position.